

Ben Crabtree's Process

My process is simple: start with customers, iteratively design for customers, iteratively test with customers, and deliver value to customers.

1 Learn + Map

During this stage I learn all I can about—and seek to gain an objective and empathetic understanding of—user needs, business needs, product/feature metrics for success, and the problem to be solved.

COMMON ACTIVITIES

Stakeholder interviews
 Generative research (Interviews)
 Contextual inquiry
 Task analysis
 Usability tests of current solution
 Gathering of supporting analytics
 Diagramming existing workflows

COMMON DELIVERABLES

Project Proposal or Feature Brief(s)
 Overview of jobs-to-be-done
 Existing workflow diagrams
 Summary of qualitative data collected
 Summary of quantitative data collected
 Overview of current solution user test

2 Design + Test

During this stage I start by sketching possible new workflow diagrams for the product or feature. After each usability test or design review—I iteratively increase the level of design fidelity from workflow diagrams, to wireframes, from wireframes to visually designed mockups, and then eventually to interactive prototypes in Figma or HTML/SCSS.

COMMON ACTIVITIES

Workflow feedback gathering
 Diagramming new workflows
 Info. Architecture creation
 Wireframe mockup creation
 Visual design mockup creation
 Interact. design mockup creation
 Generative research (Interviews)
 Iterative usability testing
 Summative usability testing

COMMON DELIVERABLES

Workflow diagrams/I.A. docs
 Wireframes mockups
 Visual design mockups
 Visual design specification doc
 Interaction design mockups
 Interaction design specification docs
 HTML/SCSS specification doc
 Usability test results for each phase

3 Launch + Learn

During this last stage, I hand off a polished prototype—or sometimes a quick bug fix—to the developers. Since I work with the developer(s) throughout my design process, there are no surprises for them or me when this final hand off occurs. I work with developers to implement designs with exactness, and make myself available to answer any questions they have—or clarifications they need—regarding implementation details.

COMMON ACTIVITIES

Set up analytics
 Development hand off doc
 Design implementation support
 Feedback follow-up

COMMON DELIVERABLES

Ensure analytics are working properly
 Development hand off doc
 Prototyped interactions—if any
 Quick tweaks/bug fixes